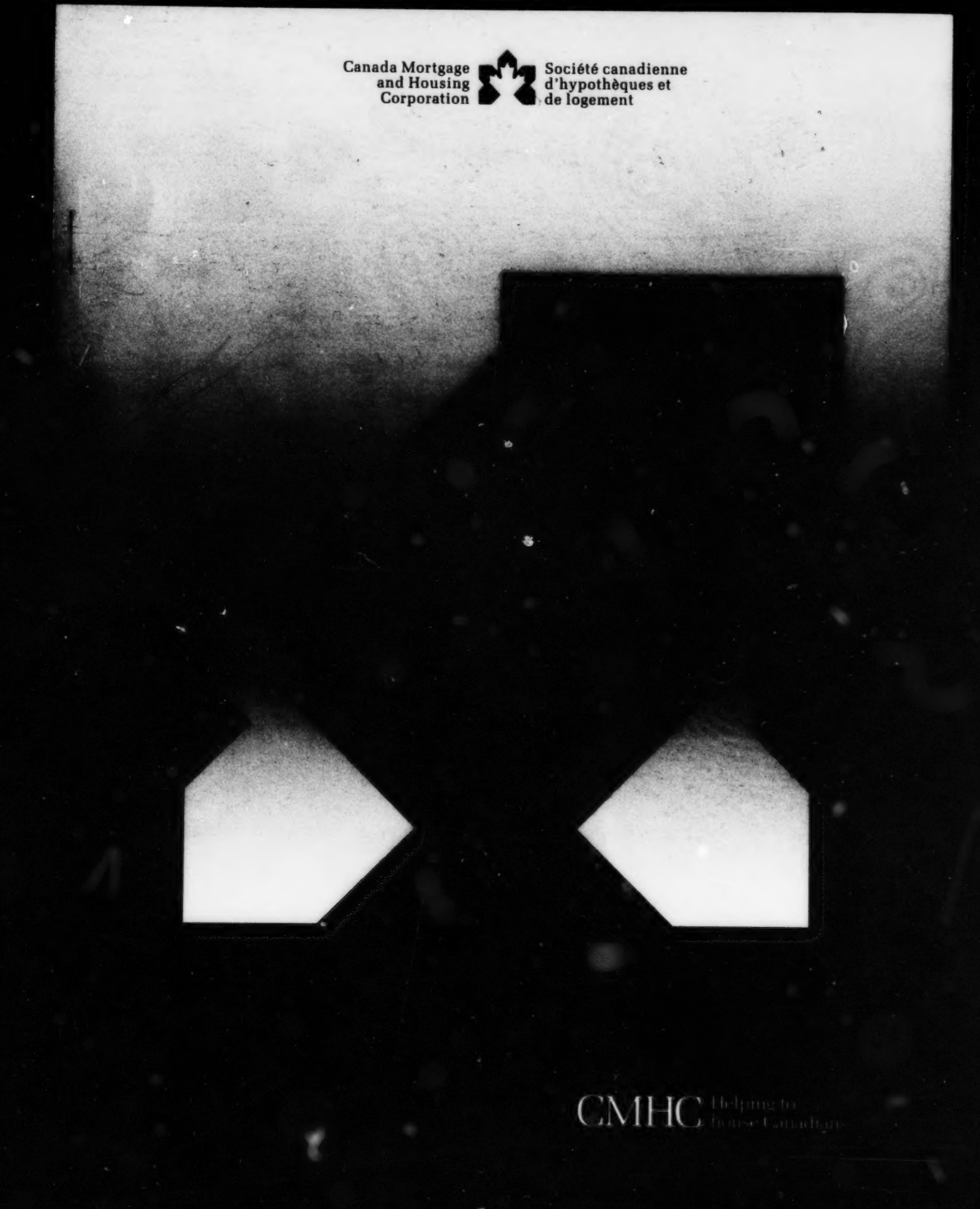
Canada Mortgage and Housing Corporation
Société canadienne d'hypothèques et de logement



CMHC Helping to house Canadians

MANUFACTURERS & DISTRIBUTORS OF PRODUCTS ASSISTING ELDERLY PERSONS TO LIVE INDEPENDENTLY

Manufacturers & Distributors of Products Assisting Elderly Persons to Live Independently:

A List of Appropriate Exhibitors and A Strategy for Assembling A Manufacturer's Exhibition at the Forthcoming "Housing for the Elderly" Conference of Canada Mortgage & Housing Corporation

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May 12, 1988

A List of Appropriate Exhibitors and A Strategy for Assembling A Manufacturer's Exhibition at the Forthcoming "Housing for the Elderly" Conference of Canada Mortgage & Housing Corporation

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A List of Appropriate Exhibitors and A Strategy for Assembling A Manufacturer's Exhibition at the Forthcoming "Housing for the Elderly" Conference of Canada Mortgage & Housing Corporation

1. Introduction:

This report identifies 81 companies making or distributing products and relevant services which aid the elderly Canadian in living independently in his/her own home. The report also presents an approach for the consideration of Canada Mortgage and Housing Corporation (CMHC) on how CMHC might organize an exhibitors hall for the upcoming conference on housing the elderly, October 18 - 20, 1988.

The report is submitted by B.I.O.S., in accordance with the contract dated April 21, 1988 and signed by B.I.O.S. on April 25, 1988.

2. Background:

2.1 The Elderly Market Has Varying Needs for Assistive Products:

Who among the seniors' population needs and uses products to assist in daily living activities? For planning purposes, it is important to understand that needs and usage of assistive devices range with the age spectrum in this segment of the population -- from more aesthetic, portable or semi-permanent type devices for the younger cohorts to more conventional and permanent equipment (much of which involves a nurse, therapist or physician) for the older groups at greatest risk of institutionalization.

This range of needs and usage arises from the progressively declining health of the seniors' population through the age brackets and, conversely, the growing level of assistance required. Table 1 on the next page shows that younger seniors are comparatively independent and, in fact, have generally been resistant to the notion of assistive devices and equipment. These younger groups are not normally regarded as "clients" for the exhibitors' hall at the proposed CMHC conference.

Importantly, most analysts the elderly consumer recognize three to four consumer sub-groups:

i) the older adult market, from 55 to 64
ii) the elderly, between 65 and 74
iii) the aged, from 75 to 84
iv) the very old, or "old old", from 85 on.

These groups not only have different degrees and types of disabilities but also different tastes and product expectations. The first two groups are coming into the marketing focus for products which emphasize personal appearance, lifestyle and services (e.g. exercise equipment, designer grab bars); such products generally do not have great relevance to independent living and to avoiding institutionalization. As such, they can be disregarded for the purposes of planning the exhibitors' hall.

Table 1 Rate Per 1,000 Adults Who Need Assitance, by Type of Need and Age, United States, 1979

type of need	65-74 years	75-84 years	85+ years
	rate per 1,000 persons		
needs help in 1 or more basic physical activities	52.6	114.0	348.4
needs help in 1 or more home management activities	57.3	141.8	399.0
usually stays in bed	11.3	25.6	51.2
needs help of another person in 1 or more of above	69.9	160.3	436.5

source: National Center for Health Statistics, Americans Needing Help to Function at Home, #92, September 14, 1983, p.2

These younger groups are also becoming the central target of marketing by the major home care companies in the U.S. because of their relative affluence and greater numbers, and because they are better understood. Companies like Lumex, Maddak and Frohock-Stewart (see section 3) are now presenting their bathroom safety equipment such as grab bars in modern new bathrooms with models showing competence, confidence, and activity.

By contrast, the 75 to 84 cohort fits the conventional image of the senior citizen much better than the younger age brackets. This group is beginning to experience serious health problems, mobility limitations and personal safety concerns.

The old old's needs, tastes and desires are not as well known as this market has never before reached a size significant enough for producers of equipment to respond to. It is normally served by products associated with ambulatory care from an acute care hospital.

The implications for the upcoming CMHC conference exhibition hall of this segmentation in the elderly market are:

* In considering institutionalization, the aged and old old

segments of the seniors' population are the key focus for the exhibition hall

* In this regard, care must be taken to separate devices and fixtures which relate to housing and getting along in one s own house/apartment, as opposed to maintaining personal health in the house; many of the products provided to seniors in these older cohorts in the home deal with the latter concern (e.g. respiratory therapy). (To the extent that cost-containment pressures on the health care system are resulting in the home becoming a site for ambulatory and chronic care, there is a confusion in the marketplace between housing-related fixtures and devices and those for medical purposes.) It is apparent that CMHC is not conducting a home health care exhibition.

2.2 There Were Six Major Selection Criteria for Exhibitors:

In accordance with terms of reference and our understanding of the purpose of the CMHC conference, the following standards were used in selecting possible exhibitors.

i) Mobility and safety in the home: products must enhance either/both these key issues for the elderly; in addition, where appropriate, they should meet the American National Standard Institute's accessability standards.

ii) Innovativeness: products which were novel and indicative of possible new developments in the home-care industry were selected.

iii) Not exclusively medical: as discussed above, there are many products for home treatment of illnesses associated with aging (e.g. home dialysis machines, products for respiratory therapy, disposalbes, nutritionals and home infusion equipment, glucometers and self-diagnostics, compression stockings, continuous passive motion devices, etc); given the theme of the CMHC Conference on housing, such products were considered appropriate only in so far as they could be fixtures or could assist safety and mobility in the home. Likewise, products with a pure "lifestyle" emphasis such as exercise equipment, were not considered appropriate.

iv) Supplier credibility: producers with an established presence and reputation were favoured; this is important to judging the firm's ability to develop a presentable, attractive display at the Conference.

vi) Residential vs. Institutional/Commercial Products: producers which focus on the home application of equipment as opposed to hospital and/or commerical settings were favoured

vi) Canadian Producers: domestic manufacturers or distributors were selected where possible.

In addition, product makers rather than product distributors were selected where possible. In some cases (e.g. Nottingham Rehab and Linido BV), the Canadian distributor is identified for European companies.

3. List of Potential Exhibitors

The possible 81 exhibitors are organized according to areas of application/need around the home:

3.1 Locks & Doors Favouring a Frail, Non-Dexterous Grip:

Schlage Lock Company
P.O. Box 3324
San Francisco, California
94119
(415) 467-1100

Schlage Lock Company
P.O. Box 100
Port Credit
Mississauga, Ontario
L5G 4L5

Schlage makes door handles, keys and locks for the handicapped.

Peterik Corporation
8305 S.E. Monterey
Suite 220
Portland, Oregon
97266
(505) 659-8916

Peterik makes a novel door opener and locks for the handicapped.

Hewi, Inc.
7 Pearl Court
Allendale, New Jersey
07401
(201) 327-7202

Hewi Canada Limited
170 Esna Park Drive
Unit 14
Markham, Ontario
L3R 1E3
(416) 477-5990

Hewi makes locks, handles, benches and doorknobs for the handicapped hand. Most of its products have a modern European flair.

Extend Inc.
P.O. Box 864
Moorhead, Minnesota
56560
(218) 236-9686

Extend makes a novel "Handi-Lever" for adapting existing door knobs for frail, disabled hands.

Best Universal Locks, Limited
1155 Fewster Drive
Mississauga, Ontario
L4W 1A2
(416) 625-6941

Best Universal has a complete line of conventional locks and door handles but it also makes specialty items for frail, disabled hands (e.g. the "Besk 8K" lever handle lockset).

EPCO
The Engineered Products Company
P.O. Box 108
Flint, Michigan
48501
(313) 767-2050

EPCO makes a complete line of builder's hardware but also has cabinet, drawer and door pulls for the disabled.

Bill Lind Industries
21 Shady Hill Road
Weston, Massachusetts
(617) 235-5442

This company makes "Leveron", a handle adaptor for existing doorknobs.

3.2 Doors, Entrances for the Aged and Old Old

Horton Automatics
4242 Baldwin Boulevard
Corpus Christi, Texas
78405
(512) 888-5591

Horton makes automatic sliding and swinging doors for residential use. It also makes sliding door operators and low-energy, barrier-free operators.

Besam Inc.
171 Twin Rivers Drive
East Windsor, New Jersey
08520
(609) 443-5800

155 Deerhide Crescent
Weston, Ontario
M9M 2Z2
(416) 746-3203

Besam makes automatic doors for external and internal residential use.

Kawneer Company, Inc.
1105 N. Front Street
Niles, Michigan
49120

Kawneer makes barrier-free manual entrances for institutions and stores.

3.3 Bathroom Fixtures for All Seniors' Groups

Bobrick Washroom Equipment of Canada Inc.
85 Progress Avenue
Scarborough, Ontario
M1P 2Y8
(416) 298-1611

A division of a New York based company, Bobrick Canada makes a full line of bathroom aids for the elderly.

Watrous, Inc.
A Division of Ancon International Inc.
1160 Bellamy road North
Scarborough, Ontario
M1H 1H2
(416) 439-7440

Watrous also has a complete line of washroom accessories and fixtures, spreading across the range of senior citizens' needs.

Sani-Med, Inc.
A Divison of Sanderson Plumbing Products, Inc.
280 Carlingview Drive
Toronto, Ontario
M9W 5G1

Sani-Med makes bathroom seats for the aged and old old.

Barrier Free Architectural Products
7520 Harwin Drive
Houston, Texas
77036

BF makes a variety of bathroom fixtures for arthritics, the aged and old old.

U.S. Brass
10th Street 901
Plano
Dallas, Texas
75074
(214) 881-7313

U.S. Brass makes under licence a Danish line of mixer taps and faucets for the weak hand. The licensor is C.NB. Borma of Denmark.

Danfoss Manufacturing Company, Limited
16 McKee Drive
Mahwah, New Jersey
07430
(201) 529-4900

1203 Lakeshore Road East
Mississauga, Ontario
L5E 1E9
(416) 274-2311

Danfoss makes hand-free water control systems using electronic timers; these can be activated without physical contact.

Progress Medical Products, Limited
130 Bentworth Avenue
Toronto, Ontario
M6A 1P7
(416) 782-6764
contact: Mr. Etienne Louet, President

Progress Medical is the Canadian distributor for Linido BV of Holland, a manufacturer of novel bathroom bars and aids for the elderly and disabled (e.g. adjustable toilet seat and washbasin).

Quinstar Products, Ltd.
P.O. Box 424
Quinter, Kansas
67752
(913) 754-3355
contact: Mr. Jim Boone, President

Quinstar makes a novel shower chair which swivels over the bathtub like a transfer seat.

Universal Rundle Bath Products
303 North Street
New Castle, Pennsylvania
16103

Universal Rundle makes a complete line of fiberglass tubs and shower units for the elderly and old old.

Sloan Valve Company
10500 Seymour Avenue
Franklin Park, Illinois
60131
(312) 671-4300

Sloan makes equipment for a "no hands" washroom, including toilet, shower and basin.

Alson's Corporation
P.O. Box 311
Covina, California
91723
(818) 966-1663
contact: Mr. Ed Leutheuser, President
Mr. Tom Leonard, Marketing Director

Alson's makes hand showers and accessories for self bathing.

Symmons Industries, Inc.
31 Brooks Drive
Braintree, Massachusetts
02184
(617) 848-2250

320 Wildcat Road
Downsview, Ontario
M3J 2N5

Symmons makes metered faucets for the shower and basin.

Aqua Glass Corporation
P.O. Box 412
Industrial Park
Adamsville, Tennessee
38310
(901) 632-0911

10 Wyman Road
Waterloo, Ontario
N2V 1K7
(519) 886-5260

Aqua Glass makes enclosed, walk in tub and shower units for those with disabilities.

Ability Designs Inc.
471 Distel Drive
Los Altos, California
94022
(415) 948-0533
contact: Mr. Robert Whalen, President
Ms. Bonnie Whalen, V.P., Marketing

Ability Designs makes the "Inflatable Bath" bathing system for tub use.

Aquatec Health Care Products
P.O. Box 7066
Pittsburgh, Pennsylvania
15212
(412) 322-7800
contact: Mr. Matt Drozd, President
Mr. Frank Gottlieb, Marketing director

Aquatec sells a portable water powered bath lift.

Tub-Master Corporation
413 Virginia Drive
Orlando, Florida
32803
(305) 898-2881
contact: Mr. John Roberts, President
Mr. Gordon MacLeod, V.P. Marketing

Tub-Master makes barrier free folding shower doors to fit any size tub or shower.

International Healthcare Products, Inc.
Box 4180, Ste. 140
Long Grove, Illinois
60047
(312) 634-2626
contact: Ms. Charlotte Hughey, Customer Service Rep.

IHF makes a portable bath lift based on a cushion that is water powered.

3.4 Grab Bars, Grab Rails & Associated Attachments & Fixtures For All Senior Citizen Groups

Tubular Specialties Manfuacturing, Inc.
13011 S. Spring Street
Los Angeles, California
90061-1685
(213) 515-4801

Tubular Specialties is one of the leading suppliers of grab bars, bathroom accessories, shower and bath seats, shower rods, corridor bars, and ramp and safety railings. The firm makes attractive bars for the younger seniors.

American Dispenser Company
325 Gotham Parkway
Carlstadt, New Jersey
07072
(201) 935-1440

American Dispenser is represented in Canada by G.H. Wood & Co. of Toronto (416-259-2321). It is a major manufacturer of grab bars and rails.

Azek Worlwide Inc.
1621 W. Onondaga Street
Syracuse, New York
13204-3309
(315) 471-0108
contact: Mr. Stanley Warner, President
Mr. Carl Hirschman, Product Manager

Azek makes the "Adjust-a-Pole", a free standing, re-arrangeable grab rail safety system.

Frohock-Stewart, Inc.
455 Whitney Street
Northboro, Massachusetts
01532
(617) 393-2543
contact: Mr. Donald White, V.P.

F-S makes one of the most "consumer-type" lines of bath bars and rails and has been a trendsetter in upgrading its traditional rehab products for younger elderly markets.

Guardian Products, Inc.
12800 Wentworth Street
Arleta, California
91331-4522
(818) 504-2820
contact: Mr. John Frymark, V.P. Marketing

Guardian is one of the big five U.S. producers of bathaids but also makes walkaids.

Porta Bar, Inc.
1178 Crestlawn Drive
Mississauga, Ontario
L4W 1A6
(416) 624-3161
contact: Ms. Betty Yakimicki, President

Porta Bar makes a portable handrail which attaches to doors or to walls with screws.

In addition, there are several Canadian manufacturers of conventional grab bars, including:

Aristocrat Manufacturing Co. Ltd.
A Subsidiary of Bradley Corporation
4500 Dixie Road
Mississauga, Ontario
L4W 1V7
(416) 624-0200

Ferrum Metal Manufacturing Limited
50 Apex Road
Toronto, Ontario
M6A 2V2
(416) 781-5296

P.D. Metal Industries
750 Oakdale Road
Unit 46
Downsview, Ontario
M3N 2Z4

Most of these Canadian producers make OEM products for major retail companies such as Beaver Lumber, Sears, K Mart, etc. They are not direct marketers.

3.5 Ramps for Wheel-chaired Elderly or Those in Fear of Falling

Barrier Free Access Systems, Inc.
204-110 Osborne Street
Winnipeg, Manitoba
R3L 1Y5
(204) 475-9500

This Canadian firm makes exterior ramps into the home.

J.H. Industries, Inc.
8901 East Pleasant Valley Road
Cleveland, Ohio
44131
(216) 524-7520

J.H.I. makes the "Living Ramp" for exterior use and doorsteps.

Bruno Independent Living Aids Inc.
430 Armour Court
P.O. Box 84
Oconomowoc, Wisconsin
53066
(414) 567-4990
contact: Mr. Michael Bruno, President
Mr. Robert Bartelt, Product manager

Bruno makes scooter and wheelchair lifts and ramps for vans.

3.6 Interior & Exterior Lifts for Wheel-chaired Elderly and for Convalescing Seniors in Multi-Level Houses

American Stair-Glide Corporation
4001 East 138th Street
Grandview, Missouri
64030
(816) 763-3100
contact: Mr. Michael Maloney, President
Mr. Richard Thomas, V.P., Marketing

This firm makes a comprehensive range of exterior lifts for wheel chairs and stairway lifts for individuals inside the house; it features the "Golden Glide" stairwell lift. It also makes lifts for bathtubs and cushions.

The Chenev Company
2445 South Calhoun Road
P.O. Box 188
New Berlin, Wisconsin
53151-0188
(414) 782-1100
contact: Ms. Darlene Lewis, President
Mr Art LaFond, Customer Service Manager

A comprehensive manufacturer of exterior and interior lifts.

The Flinchbaugh Co., Inc.
390 Eberts Lane
York, Pennsylvania
17403
(717) 848-2418

Another full-line maker of lifts.

Les Ascenseurs Labadie Inc.
1815 de Lorimier Avenue
Montreal, Quebec
H2K 3W6
(514) 526-0456

This Canadian firm makes wheelchair and stair lifts.

Rokirk Industries Limited
2805 Murray Street
Port Moody, B.C.
V3H 1X3
(604) 461-6636

A complete line of elevating devices for the disabled.

Venables Machine Works, Limited
502-50th Street East
Saskatoon, Saskatchewan
S7K 6L9
(306) 931-7100

Venables makes an exterior wheelchair lift.

3.7 Alarm Systems and Communication Systems for the Deaf & Blind:

The Canadian Hearing Society
60 Bedford Road
Toronto, Ontario
M5R 2K2
(416) 964-9595

The Hearing Society makes a multi-purpose visual alert system which includes a doorbell indicator, an intercom buzzer signal, a telephone ring indicator and a wake-up alarm.

Nationwide Flashing Signal Systems, Inc.
8120 Fenton Street
Silver Spring, Maryland
20910
(301) 589-6670

NFSS makes devices for the hard of hearing including bed vibrators, security and fire alarm systems and smoke detectors.

Creative Communications, Inc.
16126 Lomacitas
Whittier, California
90603
(213) 947-3445
contact: Mr. Jacob Weisberg, President
Ms. Virginia Schecter, Marketing director

Creative makes communications devices for the hard of hearing and deaf.

Ultratec Inc.
6442 Normandy Lane
Madison, Wisconsin
53719
(608) 273-0707

Ultratec makes the "Watchman" sound signalling system for the visually impaired.

3.8 Home Alert Systems for the Aged and Old Old:

Almicro Electronics, Inc.
P.O. Box 147
St. James Post Office
Winnipeg, Manitoba
R3J 0H4
(204) 885-4753
contact: Mr. Al Oliver, President
Mr. Morris Botnik, Marketing Director

Almicro makes the "Apello" personal health support system.

Lifeline Systems, Inc.
One Arsenal Marketplace
Watertown, Massachusetts
02172
(617) 923-4141

Lifeline is a major vendor in the U.S. of a home alert system.

Protect Alert
2200 Yonge Street
Suite 400
Toronto, Ontario
M4S 3B9
(416) 928-9400

Protect Alert has a major share of the Ontario market and is a division of Extendicare Ltd., a major private provider of home and nursing care in Canada.

Tunstall Telecom
Whitley Lodge, Whitley Bridge
Yorkshire, England
DN14 0JT
(0977) 661234
FAX 0977 662570

Tunstall is regarded as having one of the best home alert systems.

Persys Inc.
Medical Division of Amcest Corporation
1017 Walnut Street
Roselle, New Jersey
07203

This company makes an electronic pendant for emergency response.

Call Light Communications
3198 Oakcliff Industrial Street
Atlanta, Georgia
30340
(404) 451-4395
contact: Mr. Jim Johnson, President
Mr. Bill Queen, Marketing director

Call Light makes personal emergency response systems.

Emergency Response Systems, Inc.
1642 Westwood Boulevard, 3rd Floor
Los Angeles, California
90024
(213) 475-6066
contact: Mr. Mark Spiegelman, President

Another supplier of emergency response equipment.

3.10 Furniture for the Aged and Old Old:

Creative Rehabilitation Equipment, Inc.
513 N.E. Schuyler Street
Portland, Oregon
97212
(503) 281-6747
contact: Mr. Dick Wayne, President

This company makes custom seating.

Center for Studies on Aging
Sunnybrook Medical Centre
2075 Bayview Avenue
North York, Ontario
M4N 3M5
(416) 480-5858
contact: Dr. Geoff Fernie, Director

Fernie's group is commercializing an automated custom seating technology for geriatric use. It is connected with a major custom chair manufacturer in the U.S.

Health Engineered Lift Products, Inc.
115 Gilmer Street
Reidsville, North Carolina
27320
(919) 349-4856
contact: Mr. Wesley Harris, Marketing director

This company makes lift chairs for easy entry/exit.

Action Engineering, Inc.
1689 N. Topping Avenue
Kansas City, Missouri
64120
(816) 241-7344
contact: Mr. Larry Cornine, Marketing director

Action Engineering makes seat lift chairs.

Sci-o-tech Corporation
501 Richardson Drive
Lancaster, Pennsylvania
17603
(717) 397-8246

Sci-o-tech makes beds, lifts chairs, patient aids and contract furniture.

Lumex, Inc.
100 Spence Street
Bay Shore, New York
11706
(516) 273-2200
contact: Mr. Blake Sabine, V.P. Marketing

Lumex is one of the big five U.S. suppliers of patient aids; it makes seating for the elderly, but its focus has traditionally been on institutional settings.

Pride Health Care, Inc.
71 S. Main Street
Pittston, Pennsylvania
18640
(717) 655-5574
contact: Mr. Ken Casey, Sales manager

Pride makes seat lift chairs, stair elevators and hip chairs.

3.10 General Aids for Daily Living:

Physio-E.R.P., Ltd.
1901 Gutenberg
Laval, Quebec
H7S 1A1
(514) 687-0780
contact: Mr. Dinard, V.P., Marketing

Physio-ERP represents Nottingham Rehab and some Scandanavian ADL vendors in Canada. The company has one of the best marketing approaches to the broad elderly markets. Copies of it catalogues are enclosed.

Maddak, Inc.
6 Industrial Road
Pequannock, New Jersey
07440
(201) 694-0500
contact: Mr. Steve Levine, Marketing director

Maddak is among the big five U.S. suppliers of patient aids. Its recent emphasis has been on up-scale items for the broader elderly market.

Everest & Jennings, Inc.
3233 E. Mission Oaks Boulevard
Camarillo, California
93010
(805) 987-6911
contact: Mr. H. Carmichael
V.P., Marketing

111 Snidercroft Road
Concord, Ontario
L4K 2J8
(416) 669-2381
Mr. Claus Schacher

E & J is a comprehensive manufacturer of wheelchairs and rehab equipment, including aids for daily living.

Invacare Corporation
899 Cleveland Street
Elyria, Ohio
44036
(216) 329-6000
contact: Mr. M. Mixon, President

Invacare is one of the big 5 U.S. suppliers of patient aids, with divisions making medical-focussed products and equipment for exercising.

Sunrise Medical Inc.
970 W. 190th Street
Suite 280
Torrance, California
90502
(213) 516-8568
contact: Mr. Pat Hilliard, Marketing director

Sunrise is a major ADL manufacturer.

Temco Home Health Care, Inc.
125 South Street
Passaic, New Jersey
07055
(201) 472-3173
contact: Mr. Ron Resnick, Marketing director

Temco makes walking aids, bath aids, bedroom accessories, and emergency equipment with a rehab/medical focus.

Mediquip, Inc.
56 Aberfoyle Avenue
6th Floor
Etobicoke, Ontario
M8X 2X8
(416) 239-3141
contact: Mr. Bill Breen, President

Mediquip is a rapidly growing Canadian-owned holding company for ADL-type firms such as Fortress Scientific and Concord Lift.

VenTech Health Care Corporation
Suite 1510
11 King Street West
Toronto, Ontario
M5H 1A3
(416) 861-9410
contact: Mr. Ron Cripps, President

VenTech has recently acquired Abbey Mecical (the U.S.'s largest home care dealership network) and is acquiring Foster Medical in the U.S. and is about to become the largest home care medical equipment/service provider in the U.S. Along with Mediquip, it is among the faster growing companies in the industry. Both are based in Canada.

ODAAT Medical Products, Inc.
2926-8th Avenue North
Lethbridge, Alberta
T1H 5E1
(403) 320-8600

ODAAT makes a proprietary walker which contains a seat.

3.11 Retail Concepts and Approaches for Devices for the Elderly

Doncaster Medical Supplies Ltd.
c/o Jack Austin Drugs Ltd.
30 Rayette Road
Concord, Ontario
L4K 1B1
(416) 669-4900
contact: Mr. Richard Sevazlian, V.P. Health Care

Doncaster is the largest supplier of home equipment to the elderly in Toronto. It began in 1974, has 22 branches and reports an annual sales volume of $13 million. It was identified by Homecare magazine as one of the top 75 companies in its industry in North America in terms of growth potential.

Perry Drug Stores Inc.
Perry Drive
Pontiac, Michigan
(313) 334-1300
contact: Mr. David Bowman, General Manager
Comfort Care Division

Perry Drug Stores runs 10 Comfort Care branches, 5 freestanding showrooms, 5 drug stores with Comfort Care departments and 205 drugstores with Comfort Care kiosks. Comfort Care offers daily living products and does home remodeling for lifts and ramps. It also offers respiratory and I.V. therapy and ostomy supplies, as well as repair and service work.

Ways and Means
28001 Citrin Drive
Romulus, Michigan
48175
(313) 645-9435
contact: Mr. M. Citrin, Marketing director

Ways and Means is a leader in marketing daily living aids to the general public through retail-type stores and a widely regarded catalogue called "The Capability Collection" containing over

1,000 useful products to improve fitness, maximize personal security and assist the memory.

3.12 Architectural & Design Services for the Elderly

Consumer Care Products Inc.
6405 Paradise Lane
Sheboygan Falls, Wisconsin
53085
(414) 467-2393
contact: Dr. Terand Grall, President

Consumer Care Products recently released a booklet on guidelines for conducting an "Independent Living Home Appraisal" by architects and designers. The book offers floor plans for ramping, doorway openings, cabinets and kitchen surfaces, lighting location and switches, bathroom fixtures and more. It is based on 150 actual changes to homes of disabled people. Consumer Care makes pediatric rehab equipment and wheelchair trays for Pin Dot and Fortress Scientific.

The Barrier-Free Design Centre
2075 Bayview Avenue
Toronto, Ontario
M4N 3M5
(416) 480-6000
contact: Ms. Heather Snell

Barrier-Free is a non-profit organization providing fee-for-service advice on modifications and new construction for the aged and disabled.

4. Marketing Considerations and Recommendations

4.1 Considerations in Evaluating an Exhibitors' Hall:

A Busy Fall Schedule of "Competitive Exhibitions": Many of these firms are scheduled to appear at conference exhibitions this Fall, including provincial conventions put on by hospital and therapy groups (occupational therapists, nurses, homemakers and physiotherapists), and national homecare dealer and manufacturer associations. The major events for larger U.S. suppliers are:

* National Association for Home Care
  San Francisco, California
  October 25 to 29, 1988
  - expect 200 exhibitors and 4,000 attendees

* National Home Health Care Exposition
  Atlanta, Georgia
  November 18, 19, 20, 1988
  - the annual event for home care equipment suppliers and buyers where up to 750 suppliers show their products to 20,000 buyers/dealers

Canadian manufacturers and distributors exhibit at at least one conference per month in this country. Because of this busy schedule, they are generally careful to select the venues of maximum business potential, judged to be those conferences with actual customers in attendance.

Most of the major fairs are promoted extensively for up to a year before the event. Thus, they tend to dominate the calendar and scheduling of major suppliers.

The Key Attraction for Product Suppliers and Associated Dealers Is the Attendance of Prescribers and Professional Caregivers: Most of the aids for daily living are sold through the therapists and professional caregivers rather than directly to the user. It is not clear to a sample of potential exhibitors how they would benefit from interfacing with attendees at a conference on housing of the elderly because developers, contractors and government officials normally do not buy or recommend their products in sufficient volume.

Halifax May Present Additional Costs and Concerns for Exhibitors: A sample of potential exhibitors indicated that Maritime region distributors could be interested in participating in the proposed conference. However, some also indicated there would be significant costs in travelling to Halifax and to its related relatively small hinterland.

4.2 Price and Space Considerations:

High traffic, national-based shows command top prices for exhibition space. The yearly Atlanta Homecare Expo charges $1,050 (US funds) for a 10 feet by 10 feet booth, including a back drape, side drapes, a sign, and a listing in a floor directory. For this fee, the conference organizers promote the event through a monthly newsletter with a circulation of about 10,000. There is no charge for entering the exhibition hall. The Atlanta Expo provides for special space and facilities for mobility aid manufacturers to demonstrate their equipment (e.g. wheelchair tracks).

By comparison, the National Association for Home Care show in San Francisco this year charges between $850 to $1200 (US funds) for a 10 feet by 10 feet booth and promotes the fair through its extensive membership throughout the year. It also has a focus on

nurses and care providers.

The International Conference of the Association for the Advancement of Rehabilitation Technology (ICAART), sponsored annually by the RESNA from Washington, D.C., takes place this June 25 to June 30, 1988 in Montreal. While this event is peripheral to the proposed CMHC housing conference, it will attract 150 exhibitors of which some will have products for the elderly in their own homes. ICAART expects 2,000 attendees and charges exhibitors $1,000 (or $750 in US funds) for a 8 feet by 10 feet booth.

A major event for Canadian suppliers and distributors is the Ontario Hospital Association Convention every year. The OHA can charge $10 per square foot for an exhibition booth because of the purchasing power it represents. Booth size is the standard 10 feet by 10 feet.

Most of these conference organizers make a profit on the conference and associated exhibition hall.

Smaller provincial and regional fairs for living aid vendors range between $250 for a booth to free booth space.

Most exhibitors would require one or two adjoining standard size booths.

4.3 Options for An Exhibition Hall:

There are two main ways for demonstating the range of devices and equipment for assisting the elderly in their homes.

Option A: A Conventional Exhibition Hall By Invited Suppliers

This option includes marketing booth space to the identified appropriate manufacturers and distributors. It requires a proactive, aggressive marketing job because of the competing demands on the promotional budgets of these suppliers, and because the attendees do not have as much relevance to these firms as those in other fairs.

It likely will require attractive pricing on booth space. The outcome of the marketing campaign is uncertain in terms of numbers and quality of exhibitors. There is a risk that the exhibition will be mediocre and unimpressive.

Pros:	Cons:
- a wide range of products & prices will be shown	- risk of poor quality and few exhibitors
- minimal direct involvement by CMHC in terms of presentation of products	- resulting poor impression of seniors' housing options

- possibly least cost approach for CMHC

Option B: Mock Room Presentations of Available & Appropriate Equipment

This second option involves CMHC working with selected product manufacturers and distributors in equipping mock rooms of typical living situations of the Canadian senior citizen. The mock rooms might consist of a "typical" bathroom, bedroom, entrance way & stairs, kitchen and living rooms which the aged and old old in Canada now inhabit. Once built in the exhibition hall, these mock rooms could then be furnished and equipped by the appropriate supplier or suppliers (probably free of charge with due notice about contribution of product). Selection of the suppliers could be made by a panel of CMHC officials and/or independent experts (e.g. Dr. Geoff Fernie of Sunnybrook, Dr. Margaret Wylde of Missouri State and Ms. Alexandra Enders of RESNA) and/or by a competition which involved as judges Halifax area senior citizen groups. Potential exhibitors could be asked to submit proprosals and product examples for equipping these rooms.

Pros:
- avoids uncertainties & risks of mediocre conventional exhibition
- possibly demonstrates new & emerging products better
- CMHC more in control of events related to exhibition hall
- demonstrates actual applications of products
- possibly encourages support & involvement from regional seniors' groups

Cons:
- possibly involves CMHC more directly than Option A
- selection process might be seen as "political"
- variety of products & prices may be more limited
- possibly more costly than Option A

4.3 Key Recommendations for a Strategy to Exhibit Appropriate Products for Elderly Independent Living:

The following suggestions are made to CMHC regarding the proposed exhibition of products for elderly independent living:

i) Option B is the preferred method of demonstrating equipment, devices and use thereof. This option is recommended because of factors cited in section 4.1.

ii) planning for either Option A or Option B must be implemented quickly given the short lead time to the proposed conference and the commitments made by potential exhibitors.

iii) if Option B (or some variation thereof) is selected, CMHC should give immediate attention to the following:

- identification of "typical" room situations
- development of a budget and critical path for establishment of these displays
- a tendering and selection process to design and construct these rooms and for choosing the appropriate equipment and devices
- identification and assignment of tasks in project management and project implementation

RP
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